

Opinion Poll

ONLINE Fieldwork : 16th-18th August 2013

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote.

Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri-vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2034	911	1123	242	276	331	398	335	452	571	620	336	507	594	507	488	300	145	244	821	435	553	121	274	605	405	327	
Weighted base	2034	997	1037	244	326	387	346	305	427	549	590	427	468	517	537	510	293	177	272	867	447	544	188	142	577	402	364	
Absolutely certain to vote	(10)	1081	618	463	84	131	196	174	181	314	306	298	240	237	275	263	287	151	105	147	445	313	358	101	114	412	255	220
		53%	62%	45%	34%	40%	51%	50%	59%	74%	56%	50%	56%	51%	53%	49%	56%	51%	60%	54%	51%	70%	66%	54%	80%	71%	64%	60%
	(9)	238	125	113	15	51	48	38	43	43	59	67	57	55	54	61	61	42	20	33	104	67	75	30	13	65	67	58
		12%	13%	11%	6%	16%	12%	11%	14%	10%	11%	11%	13%	12%	10%	11%	12%	14%	12%	12%	12%	15%	14%	16%	9%	11%	17%	16%
	(8)	167	65	102	32	41	29	29	24	13	47	47	43	30	39	52	33	30	13	34	72	31	49	29	7	32	33	33
		8%	7%	10%	13%	13%	8%	8%	8%	3%	9%	8%	10%	6%	8%	10%	7%	10%	7%	12%	8%	7%	9%	15%	5%	5%	8%	9%
	(7)	102	38	64	28	20	20	15	10	9	36	35	14	17	30	39	17	13	4	8	47	19	23	11	5	20	10	14
		5%	4%	6%	11%	6%	5%	4%	3%	2%	7%	6%	3%	4%	6%	7%	3%	4%	2%	3%	5%	4%	4%	6%	3%	3%	2%	4%
	(6)	41	13	28	2	11	16	6	1	5	10	7	7	17	10	10	15	6	-	1	19	4	15	2	1	7	7	2
		2%	1%	3%	1%	3%	4%	2%	*	1%	2%	1%	2%	4%	2%	2%	3%	2%	-	*	2%	1%	3%	1%	1%	1%	2%	1%
	(5)	74	22	51	23	17	14	11	4	4	16	30	13	16	18	18	19	14	4	11	31	6	16	4	2	11	7	9
		4%	2%	5%	9%	5%	4%	3%	1%	1%	3%	5%	3%	3%	4%	3%	4%	5%	3%	4%	4%	1%	3%	2%	1%	2%	2%	3%
	(4)	38	17	21	17	7	9	5	*	-	11	8	8	11	6	16	11	5	-	4	27	3	3	6	1	3	1	4
		2%	2%	2%	7%	2%	2%	1%	*	-	2%	1%	2%	2%	1%	3%	2%	2%	-	2%	3%	1%	1%	3%	*	1%	*	1%
	(3)	21	8	13	4	3	4	6	2	2	2	14	*	4	8	4	3	1	4	3	7	2	2	3	*	*	-	3
		1%	1%	1%	2%	1%	1%	2%	1%	*	*	2%	*	1%	2%	1%	1%	*	3%	1%	1%	1%	1%	*	*	*	-	1%
	(2)	37	18	19	7	14	2	7	3	4	14	10	4	10	8	18	3	6	2	1	20	1	4	2	*	4	1	4
		2%	2%	2%	3%	4%	*	2%	1%	1%	3%	2%	1%	2%	1%	3%	1%	2%	1%	*	2%	*	1%	1%	*	1%	*	1%
Definitely would not vote	(1)	133	46	87	17	19	21	39	18	19	27	39	23	43	39	32	39	10	13	19	56	-	-	-	-	13	6	8
		7%	5%	8%	7%	6%	6%	11%	6%	4%	5%	7%	5%	9%	8%	6%	8%	3%	7%	7%	6%	-	-	-	-	2%	1%	2%
Don't know		101	25	76	15	13	27	15	17	14	22	36	17	27	30	23	22	15	10	12	38	-	-	-	-	11	14	9
		5%	3%	7%	6%	4%	7%	4%	6%	3%	4%	6%	4%	6%	6%	4%	4%	5%	6%	4%	4%	-	-	-	-	2%	3%	3%
Mean		8.30	8.71	7.89	7.28	7.88	8.37	7.87	8.76	9.15	8.45	8.16	8.62	8.01	8.24	8.10	8.37	8.52	8.54	8.45	8.19	9.38	9.19	8.83	9.58	9.23	9.24	8.98
Standard deviation		2.72	2.44	2.92	2.90	2.76	2.56	3.15	2.47	2.16	2.56	2.80	2.43	3.01	2.82	2.77	2.74	2.37	2.75	2.61	2.77	1.27	1.48	1.79	1.08	1.80	1.56	1.96
Standard error		0.06	0.08	0.09	0.19	0.17	0.14	0.16	0.14	0.10	0.11	0.11	0.14	0.14	0.12	0.13	0.13	0.14	0.23	0.17	0.10	0.06	0.06	0.16	0.06	0.07	0.08	0.11

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Absolutes/col percents

Table 2

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents**

	Gender		Age							Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2034	911	1123	242	276	331	398	335	452	571	620	336	507	594	507	488	300	145	244	821	435	553	121	274	605	405	327
Weighted base	2034	997	1037	244	326	387	346	305	427	549	590	427	468	517	537	510	293	177	272	867	447	544	188	142	577	402	364
Conservative	447 22%	264 27%	183 18%	50 21%	44 13%	77 20%	54 16%	77 25%	146 34%	140 25%	132 22%	78 18%	97 21%	153 30%	110 21%	99 19%	60 20%	25 14%	36 13%	207 24%	447 100%	-	-	-	359 62%	17 4%	22 6%
Labour	544 27%	268 27%	276 27%	57 23%	115 35%	120 31%	100 29%	75 25%	77 18%	129 24%	170 29%	126 29%	120 26%	106 21%	139 26%	167 33%	85 29%	47 27%	105 38%	234 27%	-	544 100%	-	-	21 4%	314 78%	80 22%
Liberal Democrat	188 9%	105 11%	82 8%	15 6%	56 17%	33 9%	26 8%	16 5%	42 10%	77 14%	44 7%	35 8%	32 7%	52 10%	48 9%	37 7%	36 12%	15 9%	25 9%	91 11%	-	-	188 100%	-	13 2%	10 3%	132 36%
SNP	34 2%	26 3%	9 1%	1 *	6 2%	12 3%	5 1%	5 2%	5 1%	6 1%	8 1%	13 3%	7 2%	-	-	-	-	34 19%	10 4%	10 1%	-	-	-	-	1 *	2 *	1 *
Plaid Cymru	8 *	5 1%	3 *	2 1%	1 *	* *	1 *	2 1%	3 1%	2 *	2 *	2 *	3 1%	-	-	-	8 3%	-	1 *	1 *	-	-	-	-	-	-	1 *
The UK Independence Party	142 7%	92 9%	50 5%	2 1%	2 1%	15 4%	31 9%	30 10%	62 14%	40 7%	36 6%	32 8%	34 7%	30 6%	52 10%	40 8%	18 6%	1 1%	13 5%	40 5%	-	-	-	142 100%	83 14%	4 1%	26 7%
The Green Party	41 2%	17 2%	24 2%	9 4%	3 1%	10 2%	5 1%	11 4%	4 1%	7 1%	12 2%	12 3%	8 2%	15 3%	15 3%	9 2%	1 *	2 1%	5 2%	15 2%	-	-	-	-	4 1%	3 1%	11 3%
The British National Party	16 1%	5 1%	11 1%	1 *	3 1%	6 1%	3 1%	3 1%	1 *	1 *	2 *	5 1%	8 2%	1 *	4 1%	7 1%	3 1%	1 1%	2 1%	6 1%	-	-	-	-	2 *	3 1%	* *
Some other party	5 *	3 *	3 *	-	-	1 *	2 1%	-	2 1%	3 1%	* *	1 *	1 *	1 *	2 *	2 *	* *	-	-	2 *	-	-	-	-	1 *	* *	2 1%
Would not vote	171 8%	66 7%	105 10%	32 13%	27 8%	24 6%	45 13%	21 7%	20 5%	43 8%	48 8%	29 7%	51 11%	42 8%	43 8%	46 9%	22 8%	17 10%	20 7%	81 9%	-	-	-	-	15 3%	6 1%	8 2%
Rather not say	42 2%	17 2%	25 2%	6 2%	8 2%	13 3%	5 1%	4 1%	6 1%	12 2%	11 2%	10 2%	9 2%	11 2%	9 2%	10 2%	6 2%	6 3%	8 3%	17 2%	-	-	-	-	-	5 1%	2 1%
Don't know	396 19%	128 13%	267 26%	70 29%	61 19%	76 20%	68 20%	62 20%	60 14%	88 16%	125 21%	85 20%	98 21%	106 20%	115 21%	93 18%	55 19%	27 15%	47 17%	162 19%	-	-	-	-	78 14%	37 9%	79 22%

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Absolutes/col percents

Table 3

Q.2 Which party would you vote for if there was a General Election tomorrow?**Base: All respondents expressing an intention to vote (Turnout Weighted)**

	Gender			Age						Social Grade				Region					Employment Sector		Vote Intention				2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Public	Pri- vate	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	1198	617	581	117	142	185	221	214	319	347	360	202	290	346	292	291	179	90	145	473	355	430	90	225	438	299	205
Weighted base	1136	644	492	98	167	213	184	180	293	323	317	249	247	282	283	296	170	105	160	474	365	428	139	119	407	295	221
Conservative	365 32%	217 34%	148 30%	38 39%	32 19%	62 29%	44 24%	63 35%	126 43%	115 36%	106 33%	64 26%	80 32%	123 44%	87 31%	83 28%	50 29%	22 21%	27 17%	167 35%	365 100%	-	-	-	302 74%	14 5%	18 8%
Labour	428 38%	222 34%	206 42%	41 42%	84 50%	95 44%	78 42%	64 36%	67 23%	100 31%	132 42%	103 42%	93 38%	80 28%	106 37%	135 46%	70 41%	37 35%	86 54%	181 38%	-	428 100%	-	-	15 4%	261 89%	67 30%
Liberal Democrat	139 12%	80 13%	59 12%	7 7%	40 24%	24 11%	22 12%	12 7%	34 11%	58 18%	30 9%	28 11%	23 9%	40 14%	28 10%	30 10%	27 16%	14 13%	20 12%	66 14%	-	-	139 100%	-	11 3%	9 3%	101 46%
SNP	29 3%	21 3%	8 2%	1 1%	4 3%	10 5%	5 2%	5 3%	4 2%	6 2%	7 2%	10 4%	6 3%	-	-	-	-	29 28%	8 5%	9 2%	-	-	-	-	1 *	1 *	1 *
Plaid Cymru	6 1%	4 1%	2 *	1 1%	1 *	* *	* *	1 1%	2 1%	1 *	1 *	1 1%	2 1%	-	-	-	6 3%	-	1 *	1 *	-	-	-	-	-	* *	1 *
The UK Independence Party	119 11%	79 12%	40 8%	1 1%	2 1%	12 5%	26 14%	24 13%	55 19%	33 10%	31 10%	27 11%	28 11%	25 9%	44 16%	34 12%	15 9%	1 1%	12 7%	32 7%	-	-	-	119 100%	72 18%	3 1%	22 10%
The Green Party	31 3%	12 2%	18 4%	8 8%	2 1%	5 2%	3 2%	9 5%	3 1%	6 2%	8 3%	10 4%	7 3%	12 4%	12 4%	6 2%	* *	1 1%	5 3%	11 2%	-	-	-	-	3 1%	2 1%	9 4%
The British National Party	14 1%	5 1%	10 2%	1 1%	2 1%	5 2%	3 2%	2 1%	1 *	1 *	2 *	4 2%	8 3%	1 *	3 1%	6 2%	2 1%	1 1%	2 1%	5 1%	-	-	-	-	2 *	3 1%	* *
Some other party	4 *	2 *	2 *	- -	- -	* *	2 1%	- -	2 1%	2 1%	* *	1 *	* *	1 *	2 1%	1 *	* *	- -	- -	2 *	-	-	-	-	1 *	* *	2 1%

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Table 4
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
Male	911 45%	997 49%
Female	1123 55%	1037 51%

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Table 5
Age
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
18-24	242 12%	244 12%
25-34	276 14%	326 16%
35-44	331 16%	387 19%
45-54	398 20%	346 17%
55-64	335 16%	305 15%
65+	452 22%	427 21%
Average age	48.02	46.77

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Table 6
Social Grade
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
AB	571 28%	549 27%
C1	620 30%	590 29%
C2	336 17%	427 21%
DE	507 25%	468 23%

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Table 7
GO Region
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
Scotland	145 7%	177 9%
North East	88 4%	92 5%
North West	242 12%	239 12%
Yorkshire & Humberside	158 8%	179 9%
West Midlands	200 10%	188 9%
East Midlands	139 7%	158 8%
Wales	105 5%	108 5%
Eastern	168 8%	191 9%
London	282 14%	256 13%
South East	312 15%	261 13%
South West	195 10%	186 9%

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Absolutes/col percents

Table 8
Which of the following best describes your current working status?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
NET: Working	1065 52%	1139 56%
Working full time - working 30 hours per week or more	707 35%	895 44%
Working part time - working between 8 and 29 hours per week	358 18%	244 12%
NET: Not working	969 48%	895 44%
Not working but seeking work or temporarily unemployed or sick	130 6%	128 6%
Not working and not seeking work	140 7%	128 6%
Retired on a state pension only	149 7%	141 7%
Retired with a private pension	355 17%	329 16%
House person, housewife, househusband, etc.	195 10%	169 8%

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Absolutes/col percents

Table 9
Tenure
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
NET: Homeowners	1221 60%	1383 68%
Owned outright - without mortgage	663 33%	671 33%
Owned with a mortgage or loan	558 27%	712 35%
NET: Renters	790 39%	632 31%
Rented from the council	192 9%	264 13%
Rented from a housing association	199 10%	112 5%
Rented from someone else	399 20%	256 13%
Rent free	23 1%	19 1%

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Table 10
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
Yes	1112 55%	1261 62%
No	922 45%	773 38%

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Table 11
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
No cars in the household	451 22%	411 20%
NET: Any	1583 78%	1623 80%
1	1085 53%	842 41%
2	411 20%	596 29%
3+	87 4%	185 9%

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Table 12

Q.4 Regardless of which party, if any, you are likely to end up voting for at the next General Election due in May 2015 or are leaning towards at the moment, which political party would you say you have usually most closely identified yourself with?

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2034	2034
Weighted base	2034	2034
Conservative	560 28%	570 28%
Labour	654 32%	631 31%
Liberal Democrat	166 8%	264 13%
SNP	40 2%	36 2%
Plaid Cymru	11 1%	7 *
Green	52 3%	32 2%
UKIP	190 9%	20 1%
BNP	21 1%	16 1%
Another party	15 1%	10 *
None	325 16%	447 22%